



INTRODUCTION TO MARKETING

NQF

Subject Examiner's Report

Unit Title: 5.1 INTRODUCTION TO MARKETING
Unit Code: IMKT
Level: 3
Session: December 2015

Question 1

- (a) Briefly explain the concept of marketing and explain why it is important to a business organisation. (9 marks)
- (b) Identify and explain four external environment factors that can affect an organisation's marketing activities. (16 marks)

1. Comments on learners' performance

There were two parts (a & b) to this question – each with different mark allocations that should guide the emphasis required.

The majority of answers in Q.1a were able to provide an explanation and some indication of importance of the marketing concept to score a pass (out of 9 marks).

However, in Q.1b although four external factors in the external environment were identified each factor had to be considered in terms of an impact on an organisation's marketing activities. Many answers did not fully do this for each factor and so were limited in terms of potential marks (allocated out of a maximum of 16 marks – 4 marks for each factor).

2. Mark scheme

- (a) Marketing is a management strategy that aims to achieve customer satisfaction. In a business organisation it is responsible for providing services such as new product development and existing product management, brand management, marketing communications activities, e.g. advertising and PR, sales and market research.
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It is important to a business organisation because:

It enables the needs and wants of the target customers to be fully understood.

It enables products/services to be provided that the customers will buy. By monitoring these needs/wants, the organisation can ensure that goods the customer wants will be continuously provided.

Evaluating the customers' relationship with the products and services it provides (through marketing research activities) will enable the organisation to ensure its brands remain relevant to them.

Providing consistent and relevant marketing communications that effectively engage with the organisation's customers will enable products to be sold and relationships to be built.

- (b) Micro or macro factors, or a mixture of both, can be provided in this answer.

Customers: May have a great deal of choice in the market and therefore may be hard to convince to buy the products/service of the organisation and to have an ongoing relationship with it, especially if it is not the main supplier in this market or only holds a niche position. The company may have to make concessions to the customers, such as offering discounted prices regularly, to encourage them to purchase its products consistently.

Competitors: Can put undue pressure on other organisations in terms of the attractiveness of their products, prices, methods of distribution, promotional activities and so on. When competing in a market, the competition has to be monitored, to ensure the products and services provided are relevant and remain ones that customers will want to purchase.

Suppliers: Depending on the product/service provided, suppliers can have a huge impact on another organisation. If the supplier deals in commodities (raw materials) the price they charge for their product can have a positive or negative affect the purchasing organisation, in terms of the amount they have to pay the supplier and then on the price it has to charge the customer. The quality of the commodity provided and the consistency of delivery (particularly in JIT situations) can also have an impact on another business e.g. if a supplier of vegetables for a restaurant fails to deliver one day or delivers poor quality products, this will impact on the restaurant in terms of the menu it can provide to its customers.

PESTLE factors and their influence on an organisation will vary depending on what product is produced or what market it is in. The **Economic** situation is the external factor that is most likely to affect a business organisation the most. Recession, high interest rates, demanding taxation regulations will impact on an organisation in terms of the products it sells and how much profit it is likely to make. This will vary from country to country but the more an organisation trades internationally, the great the affect is likely to be.

3. Recommendations

Ensure you read the question carefully and understand the mark allocation. [Learn the frameworks but know how to use them](#) – what do the factors mean for an organisation’s marketing activities?

Examiner’s tips

Practice using the frameworks with companies you know!

Question 2

- (a) Explain what is meant by the marketing mix and describe its four main elements. (12 marks)
(b) Explain the main differences between the marketing of tangible and intangible products.(13 marks)

1. Comments on learners' performance

This was a popular question (answered by four out of five candidates). Furthermore, all (but two) of the answers scored comfortable pass marks.

Q.2a asked for an explanation and then a description and indeed this part of the question scored high marks for most candidates.

Q.2b was problematic for some candidates as many answers did not explain the differences but simply provided a rather short outline of what tangible and intangible products were.

2. Mark scheme

(a) Product: Can be tangible such as a consumer consumable, for example a loaf of bread, or consumer durable, such as a car or a television, or intangible, such as servicing a car. A tangible product is normally recognised by features such as the brand and its packaging.

Price: Will be dependent on what the product or service is. This is normally seen as the only element of the marketing mix that generates revenue for an organisation. Price will be affected by the product or service provided, how price sensitive the market is for this, the number of competitors there are and costs, such as raw materials and expectations of channel members i.e. how much a wholesaler or retailer will be willing to pay for this.

Place: Will depend on the number of customers in the market for the product and how the organisation will be able to achieve economies of scale on this basis. If the product is a bar of chocolate, then the channel will need to be intensive i.e. lots of wholesalers and retailers selling the product on behalf of the organisation to obtain the widest coverage possible. If the product is a luxury item, such as an expensive piece of jewellery, then very few retailers will be necessary, as the channel will be much more exclusive. In a niche situation, a product such as homemade jam or clothing, the item could be sold direct to the customer by the person that made it, in a local market or via the internet.

Promotion: Again will depend on whether the product being sold is a mass market one or niche. Tools including advertising, public relations, direct marketing, sales promotion and personal selling can be used to communicate relevant messages to potential or existing customers about the product, using traditional media e.g. press, radio or TV, or online methods, such as websites, blogs or social media.

(b) Tangible products, by their very nature, have a visual quality, such as bottle of shampoo, an item of clothing or a designer handbag. When marketing these products, it is easy to provide samples, pictures, images or the actual product to customers when they are making a decision to purchase these or not. The marketing of these can be done via sales people e.g. a dealer selling a car, or via advertising on the television or the organisation's website.

Intangible products, such as a car insurance product, are much harder to sell because these can't be seen by the customer or appeal to other human senses, such as taste, touch or smell. The marketing department of an organisation therefore has to work hard to convince the customer to purchase something on the basis of a promise. For example, if the driver of the car has an accident, they believe the insurance they have purchased will enable them to have their car, and the car of the person they drove into, repaired. When purchasing their insurance policy, the customer would have seen advertisements on television, or read about these in a magazine or online. A great deal of written information must be provided to the customer, so that they are clear about what their policy will provide them with and to comply with the legal requirements of the country where they are driving. Most of all these written documents are designed to assure them that the company will support them, should they have a car accident.

Total Maximum Marks for Q2

25 marks

3. Recommendations

Each question / each part of each question has more than one aspect that needs to be considered. Ensure you cover all aspects of each question / each part of each question as otherwise marks cannot be allocated.

Examiner's tips

Using past examination papers practice understanding the various aspects of questions / parts of question.

Question 3

(a) Competitors and the external environment are thought to be the most important factors in determining the prices set for products and services. Explain this statement using examples.

(10 marks)

(b) Explain three other factors that can influence pricing decisions.

(15 marks)

1. Comments on learners' performance

One in two of the answers provided was sound.

Candidates were able to explain the statement given in Q.3a but some answers struggled with the use of examples.

There were no good answers in Q.3b – some answers simply expanded upon the statement whereas the question clearly asked for 'other factors'; and some answers could not identify and explain three factors: where only one factor was explained this limited the mark allocation explained; where there are 15 marks for a part of a question and three factors are asked for then three factors must be covered as each will score five marks.

2. Mark scheme

(a) Most business environments, other than a monopoly (which is rare these days), are highly competitive. This means that an organisation has to be aware of other organisations around them offering similar products and services. If the organisation was first to market, it is likely that they will have set the level of prices charged and others joining subsequently will need to be aware of the prices already set before establishing their own. That doesn't mean they have to charge the same but may opt for alternative tactics, such as producing a better quality or service and charging a higher price or a more basic option and charging a lower price. Competition can be seen as an important dimension for determining price strategies.

The external environment, such as the type of customer our products/services are aimed at and the nature of the marketplace, whether the product is much sort after or not, will have a direct impact on the nature of the prices charged. If there is huge demand for a product, prices are likely to be higher than products/services that are needed less. The state of the economy, where prices are lowered during recessionary times but increased during periods of growth or boom, when demand increases again has a distinct impact on establishing prices. Taxes on goods and services, such as VAT, will form part of the price paid by the final customer/consumer of the product too. Governments can intervene of prices directly and indirectly as well, such as prices for utilities such as gas and electricity, telephone services (landlines and mobile), petrol/oil/diesel fuel and prices levied or taxes charged on methods of public transportation. Such factors can only be seen as important where they are relevant to a specific organisation but some of these will undoubtedly affect most business enterprises in some way.

Intermediaries in the chain between a manufacturer and the end user will impact on prices too. Large supermarket chains (retailers) notoriously dictate prices to suppliers, meaning the manufacturer will often not achieve the price they wanted for their products. These can therefore be seen as an important impact on prices. Wholesalers and agents will only normally have a marginal impact on levels of prices and therefore can be seen as being less significant.

(b) **Costs of raw materials:** Prices of raw materials will vary depending on the nature of the commodity e.g. oil, wood, metal, cotton, wool, wheat, tea or coffee. This in turn will impact on the price the manufacturer can charge either the channel members or end users for its product.

Costs of labour: For a mass produced product made in Asia, the costs for labour may be just a small element of the overall cost of the product (raw materials and shipping costs will be greater). However, for a bespoke piece of furniture, which is labour intensive, this may form the substantial part of the production costs and therefore increases the price of the product in terms of the customer purchasing this. For a service, such as hairdressing, the majority of the cost is the stylist's time, therefore the price will be dependent on how much they charge for their service (this will be dependent on how qualified they are and how many years they have been a hairdresser).

Company objectives: An organisation will have core objectives that it must achieve in relation to the products/services it provides. This will normally focus on areas such as covering fixed and variable costs, ROI (including the need to cover loans it has received to enable it to produce the products or to pay shareholder dividends), level of desired profit per product and business expansion plans (in existing or new markets).

3. Recommendations

Read the question carefully and make sure you do what has been asked – if three factors are asked for then three factors must be given as the mark allocation is usually divided by the number of factors asked for.

Examiner's tips

Look at past exam questions and practice them using different kinds of examples.

Question 4

- (a) Describe the communications process when sending messages from an organisation to its recipients. **(7 marks)**
- (b) Organisations use many forms of communications to engage with stakeholders; some they control, others are less controllable. Using examples, identify and briefly explain three different marketing communications methods. **(18 marks)**

1. Comments on learners' performance

Only two candidates chose to answer this question.

Q4a asked for a description of the communications process – there were many ways in which this question could have been answered and credit was given where a process covering various stages was outlined. Q4b asked for 3 different marketing communications methods and 18 marks were available i.e. 6 marks for each method.

On candidate was able to score a comfortable pass grade on both parts of the question having addressed all aspects of each part of the question.

2. Mark scheme

(a) Sender

The sender (or encoder) decides on the message to be sent, the best/most effective way that it can be sent. This is done bearing the receiver in mind.

Method or medium

This is the form which the message takes. A message may be communicated in the form of a letter, an email, a telephone conversation or face to face in the form of a speech or presentation. It can take also the form of an advertisement

Channel

The channel is the method of delivering the chosen message, for example, through the use of a telephone, the internet, television, radio or the press. An online message can be transmitted via a website or social media.

Receiver

The receiver (or the decoder) is responsible for extracting/decoding meaning from the message that has been sent. The receiver is also responsible for providing feedback to the sender having interpreted the message.

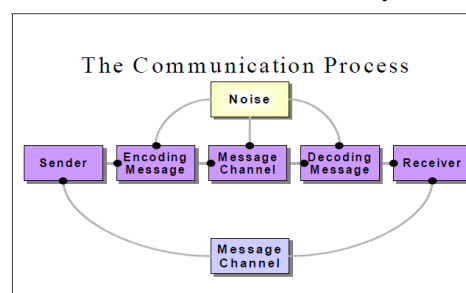
Feedback

This determines whether or not the decoder grasped the intended meaning and establishes whether the communication has been successful.

Context

Communication does not take place in a vacuum. The context of any communication is the environment that surrounds it. It will be dependent on when, where, how and why it was communicated.

interference) the message being communicated that gets in the way of the received, interpreted and be internal (the receiver is and misses the message) or stopping the respondent receiving from another room while we are workmen working in the road are listening to the radio).



Noise (also called

This is any factor that inhibits or conveyed. This is anything message being accurately responded to. The noise may preoccupied doing something external (something external the message – music blasting watching the television; outside our window, while we

(b) **Advertising** is the activity of drawing public attention to a product, service or business, in the form of a paid or unpaid for announcement using print, broadcast or electronic/online media. Where advertising is

paid for, it can be controlled to a certain extent, as the organisation can decide where and where it would like it advertising to be displayed or broadcasted. There are some exceptions to this i.e. TV advertising spots can be bumped, should someone offer to pay more for the advertising space than the advertiser has already offered but these situations are rare. Internet communications have changed some of the ability to control how products/services are advertised, as people can now share advertising, when this is placed on YouTube or Facebook, amongst their friends or edit the content i.e. making their own versions of the advertisement (which are not always flattering to the originating organisation).

Public Relations, according to CIPR, 'is about reputation - the result of what you do, what you say and what others say about you. Public Relations is the discipline which looks after reputation, with the aim of earning understanding and support and influencing opinion and behaviour. It is the planned and sustained effort to establish and maintain goodwill and mutual understanding between an organisation and its publics'. Although the organisation will craft the press or news release, it invariably has no control over where this message appears and who transmits this or who decides not to. It can be edited by third parties to present the message in the way they deem appropriate to communicate this. On most occasions, if the message is used, it is presented in the way that the originating organisation would want this to appear but this isn't always the case.

Direct Marketing is a campaign that aims to achieve some form of action from a customer (such as placing an order, visiting to a store, dealership or website, or to request for further information) in response to a communication set by the marketer. The communications itself can take a variety of forms including postal mail, telemarketing, direct e-mail marketing or point-of-sale (POS) interactions. Customer responses will be measurable e.g. the customer was offered a discount for online shopping and takes advantage of the offer. This method of communications is easily controlled by the organisation, deciding when and where to transmit its communications.

Total Maximum Marks for Q4

25 marks

3. Recommendations

Make sure you cover fully all parts of the syllabus.

Examiner's tips

Prepare some diagrams / visuals to overview various processes in marketing (such as marketing communication) – these will be very helpful for revision purposes.

Question 5

- (a) Explain the advantages and disadvantages of personal selling when looking to acquire new customers. **(12 marks)**
- (b) Product complexity and customer experience can change the nature of personal selling. Identify and describe four different sales roles that illustrate this point. **(13 marks)**

1. Comments on learners' performance

Three out of five candidates answered this question.

Q5a asked for advantages AND disadvantages not of personal selling generally but of personal selling when looking to acquire new customers.

Q.5b asked for FOUR DIFFERENT sales roles that illustrate how product complexity and customer experience can change the nature of personal selling.

All the answers did obtain pass grades mainly because of strong answers to Q5a. Often marks were limited in Q5b because either four different sales roles were not given to illustrate the point or because the roles given did not relate to the point.

2. Mark scheme

(a) Advantages of personal selling

Where personal selling is undertaken face to face it enables the opportunity for customers to:

- (i) Meet the sales person and engage with them personally.
- (ii) It enables the foundations of a relationship to be formed.
- (iii) It enables them to see the product/trial the product and ask questions about the product.

Disadvantages of personal selling

- (i) Is time consuming; it takes a great deal of time to visit customers, present/demonstrate a product/answer questions. It is therefore only really suitable for high value products.
- (ii) Due to the time taken up presenting products to customers, it is an extremely expensive form of sales and communications.
- (iii) The sales person can consequently on visit a small number of the potential customers that are in the marketplace and therefore activities must be highly targeted.

(b) Retail sales: servicing customers that visit the company's premises. The role here is to show customers what is available, offer advice and complete the transaction efficiently. Typically shoppers will engage with a sales assistant, agent or dealer, who should demonstrate effective product knowledge, patience and stamina.

Trade sales: selling products into the relevant distribution channel. Sales representatives have to ensure that adequate stocks are held at a wholesale or retail level; provide promotional assistance including point of sale and in-store displays of merchandise. Limited product knowledge will probably be necessary here but good understanding of customer practices and ability to develop relationships are key.

Technical sales: the main focus here is the ability of the sales person to be able to identify, analyse and solve customer problems and build relationships with existing customers. Typically this can take the form of a technical sales person (such as those selling equipment to a hospital) or a sales engineer of the same organisation. Good technical and product knowledge are both essential here.

New business: Prospecting or seeking new customers for existing or new products/services, creating sales where an established market doesn't exist or seeking to take business from a competitor is the nature of the role here. The role can be that of an account executive in an advertising agency, office equipment sales people and stationery sales personnel. Good selling techniques (including the ability to handle questions, deflect negative comments and take orders) are necessary here, as well as the ability to be resilient to rejection.

Total Maximum Marks for Q5

25 marks

3. Recommendations

Read the question more than once to make sure you understand exactly what it is asking and then cover each aspect of the question fully.

Examiner's tips

Create some lists of advantages and disadvantages for various parts of the syllabus such as in this question personal selling as these will be helpful in preparing for the exam.

Question 6

- (a) Using examples, describe what is meant by 'channels of distribution'. **(8 marks)**
(b) Explain the advantages and disadvantages of using intermediaries to distribute goods from the producer to the user. **(17 marks)**

1. Comments on learners' performance

Few candidates (less than one in three) chose this question.

Q6a needed examples to score well in describing 'channels of distribution'

Some answers to Q.5b simply covered explaining a variety of intermediaries rather than looking at the advantages AND disadvantages of each.

However, two out of three answers did manage to obtain a borderline pass.

2. Mark scheme

(a) Channel is the 'place' element of the market mix and refers to how goods and services are made available to customer in the market place. This is not only the location as to where products are offered but also the channels of distribution through which products move from manufacturer or supplier to the final user/customer of the products e.g. wholesalers and retailers to consumer. The physical or logistical methods used to achieve this are also include here e.g. methods of transportation, such as refrigerated lorries. The use of the internet has also increased the possibilities of how goods are now transferred to customers.

(b) Advantages of using intermediaries:

- (i) Cost savings – using intermediaries enables distribution to be far cheaper than an organisation organising the entire distribution channel itself.
- (ii) Time saving – delivery can be more efficient and effective due to the experience of the of the channel member.
- (iii) Customer Convenience – channel members are often closer to the consumer than the manufacturer e.g. in retail parks.
- (iv) Customers can buy in smaller quantities – manufacturers only find it cost effective to sell to customers in bulk. Retailers buy in bulk and then supply to consumers in smaller quantities.
- (v) Increased sales – retailers often provide sales promotions to encourage consumers to buy from them e.g. lower prices, BOGOF.
- (vi) Credit facilities – retailers can provide financial programmes/credit lines to make payment easier e.g. furniture stores offering 0% finance.
- (vii) Provide product/sales information – retailers can provide information that will help in improving the product or increasing sales e.g. providing sales data to provide the producer with clear information and customer feedback.

Disadvantages of using intermediaries:

- (i) Loss of revenue – selling the product through intermediaries means that the producer gains less revenue than selling direct. This is because they have to sell the product at a discount to wholesalers and retailers, who add a mark-up to the product when selling this on to the next stage in the channel or to the end customer.
- (ii) Loss of control of the communication channel – the producer can lose out on the message being conveyed to the end user customer.
- (iii) Loss of product importance – if the intermediary is selling a range of products, the producer's product may not be given the same level of attention as it would if this was sold direct to customers.

Total Maximum Marks for Q6

25 marks

3. Recommendations

This part of the syllabus (as well as many other parts) lends itself to creating tables of advantages and disadvantages that can be used for revision purposes.

Examiner's tips

Ensure you have examples for each of the channels of distribution – indeed for each part of the syllabus make sure you can use examples to describe / explain the various concepts.

Question 7

You have been asked to make a presentation to the board of management of your organisation about ideas for a forthcoming marketing event.

(a) Explain the main points that should be included in this presentation and what the expectations of this audience will be. **(13 marks)**

(b) Describe the steps you will take to overcome your nerves before and during the presentation. **(12 marks)**

1. Comments on learners' performance

One in two candidates answered this question and the majority were able to obtain a pass mark. The focus in this question was on 'making a presentation to the Board.'

Q.7a asked for the main points about ideas for a forthcoming marketing event AND the expectations of the audience. Some confusion arose as to what a marketing event was – some answers simply outlined the marketing mix! There was also confusion about 'audience' with some answers concentrating on the audience for the presentation and not for the event.

Q.7b was the stronger of the two answers in terms of mark allocation as almost all the answers were able to indicate what could be done to overcome nerves before and during a presentation – this bodes well for the future careers of the candidates who answered this question!

2. Mark scheme

(a) The content of the presentation will vary depending on the answer provided. For a marketing event the expectation would be that the presentation would include details of the following:

- Nature and purpose of the event/date, times and location.
- Invited or expected audience.
- Business rationale for the event.
- Budget required/perceived ROI for this event.

The expectations of the audience will be:

- A clear/time efficient presentation (presenter will keep to the time allotted to them for this).
- Knowledgeable presenter; able to answer all the questions presented by the audience.
- Fully business justification for running the event.

(b) To calm your nerves before undertaking and during a presentation, it is important to:

Step 1 – Know your audience

Understand who the audience is before the presentation, finding out what they expect before the presentation and check to see if the planned agenda meets their requirements. Ask them for questions to be submitted before the session, to ensure you fully meet their needs.

Step 2 – Know your presentation material

There is nothing worse for nerves than trying to give a presentation when it hasn't been properly prepared. This means practicing so that the material is fully known, understood and can be presented word perfect on the day. Understanding the audiences' needs is also key to reducing nerves. It is not a case of needing to present everything that you know on the subject but to select the main points of the subject to present and bring in other areas, should time allow for this.

Step 3 – Structure Your Presentation

Memorising what you have to say is important but nerves can also be helped by:

- Having a set of key phrases listed on a cue card.
- Referring to these to trigger in your mind what comes up next in the presentation.
- If you are using slides, use these phrases in the transitions between slides; don't use the slides as your prompt or read from these.

Step 4 – Practice, Practice, Practice

Having learnt the basis of the presentation, then practice it. If you feel that you need to memorise some of it, choose the opening as that will get you going! Recording yourself delivering the presentation can be useful for refining it and reducing the nerves! If possible, present it in front of a smaller audience (such as friends and family), who can be trusted to give you an honest appraisal.

Step 5 – Preparation

Decide what you are going to wear on the day; something comfortable and appropriate. Avoid wearing new clothes as these can be unexpectedly uncomfortable. Arrive early to set up or test equipment (anticipate problems and have back up). If possible, do a quick run through of the presentation in the real environment. Prepare responses to anticipate questions if planned questions haven't been provided. Remember there will always be one person who wants to catch you out so be ready for them!

Step 6 – Calm yourself from the inside out!

Practice deep breathing, as this will naturally calm you down. Drink water as and when your mouth feels dry, as this can lead to you being tongue tied. Smile and make eye contact as this sends positive messages to the audience. Speak slower than you would during normal conversation; the audience needs a chance to think about what you are saying. This gives you time to think too. Try to move around during the presentation, as this helps use up nervous energy. Stop worrying about yourself remember the audience wants the information you are providing and it is your job to put this across positively.

Total Maximum Marks for Q7

25 marks

3. Recommendations

Look at the context for the question – what you have been asked to do such as make a presentation and then think about how you would go about this in real life and use that in the answer.

Examiner's tips

Try doing presentations about various parts of the syllabus as they are a good way of being able to outline various issues clearly and concisely and give you additional skills which will be useful for your careers.

Question 8

Question wording

A local tourist attraction is advertising for a 'marketing communications executive' to join the organisation.

(a) Outline what should be included in a letter of application for this job and why you believe you would be suitable for this post. **(12 marks)**

(b) Having sent the letter of application, you have been invited for interview. Discuss how you will prepare yourself for the interview. **(13 marks)**

Learning Outcome x

1. Comments on learners' performance

This was a very popular question answered by the majority of candidates. Indeed, this question resulted in the best answers in the whole examination paper. It seems candidates are well prepared for interviews!!!! Q.8a was looking for a good understanding of what should be included in applying for a job. Some answers could have paid a little more attention to the context i.e. a local tourist attraction advertising for a marketing communication executive.

Q.8b was focused on 'preparation for the interview'. Some answers focused more on the interview itself rather than considering preparing for the interview.

2. Mark scheme

(a)

- (i) Ensure you know who the letter should be addressed to/what their role in the organisation is i.e. are they responsible for the Marketing function or do they work in HR. Will you be working directly for them?
- (ii) Ensure that you write in a business tone; don't be too familiar.
- (iii) Ensure that you answer all the questions asked by the organisation/that you can demonstrate clearly the skills that they are looking for.
- (iv) Demonstrate experience of either working in a marketing or marketing communications role previously or why you want to work in such a role (i.e. qualifications held will enable you to demonstrate knowledge if not experience).
- (v) Demonstrate experience of working in the tourism sector or interest in working for the specific tourist attraction.

(b)

- (i) Rise early on the day of the interview in order to have time to get washed and eat before leaving (if the interview is in the morning) or to further prepare for the meeting.
- (ii) Make sure clothes are ironed and that you look smart for the interview.
- (iii) Go through questions that you have already prepared i.e. that you think you will be asked on the day. Consider questions that you would like to ask the potential employer (questions that will make you look the person for the job not questions regarding salary or hours of work).
- (iv) Ensure you have documents you have been asked to bring to the interview, such as photo ID, prepared presentation material and so on.
- (v) Leave early if you haven't already had time to plan your journey to the interview venue/locations of the business.
- (vi) Ensure you arrive 5-10 minutes before your interview, in order to demonstrate effective time keeping skills.

Total Maximum Marks for Q8

25 marks

3. Recommendations

Make sure the context given in the question is used in the answer to the question.

Examiner's tips

Try using different contexts for many of the situations covered in the syllabus as this will give examples that can be used in the examination.

Conclusions

Information for next sitting / Issues found / Difficult questions or topics.

It is important candidates cover all aspects of the syllabus.